

**Minutes
City of Tempe Transportation Commission
Public Involvement/Marketing Committee
September 22, 2008**

Minutes of the City of Tempe Transportation Commission Public Involvement/Marketing Committee held on Monday, September 22, 2008 at 3:30 p.m. in the City of Tempe Transportation Center Bus Conference Room located at 200 E. Fifth Street, Second Floor, Tempe, AZ.

Members Present: Monica Allread, Jayson Matthews, Judi Nelson, David Strang, Pen Johnson, Jackie Terry

Members Absent: Lucy Logan, Amanda Ormond

City Staff Present: Tanya Chavez, Amanda Nelson, Dilanna Willstead

Guests Present: Pam Greene, Holly Ringerud and Julie Ott with Off Madison Ave, students from the ASU Cronkite School of Journalism and Mass Communications

Agenda Item 1 – Public Appearances

There was no public comment.

Agenda Item 2 – Advertising Concepts

Staff presented the Tempe in Motion advertising concepts which included headlines and creative concepts.

Consensus: The Committee approved blue bubbles creative concept and approved all of the headlines with the exception of:

- Baggage Charge \$0.00
- You need to get around. You don't need to go broke.
- The only stress on your commute will be choosing your seat.

Agenda Item 3 – Light Rail Update & Transportation Center Grand Opening

Amanda Nelson updated the Committee on the plans for Tempe's grand opening in December, which will be a three-day event, including a preview day for the media and preview pass holders, a ribbon cutting ceremony followed by celebrations at a number of stations, and free rides for the public during the weekend. Tempe's weeklong series of events will be called "Destination Tempe," which will include the Light Rail Grand Opening, Transportation Center Grand Opening, Insight Bowl, and Fiesta Bowl Block Party.

The Committee was informed that the Don Cassano Community Room dedication will be held separately from the Transportation Center Grand Opening. The Community Room dedication is set for Friday, January 23, 2008.

Agenda Item 4 – Walk to School Day

Tanya Chavez presented information regarding Walk to School Day activities. Event will be held on Wed., Oct. 15, with 14 Tempe and Kyrene elementary schools participating. All participating children will receive free breakfast and a giveaway for walking. Each school will receive a tree to demonstrate how trees make walking more pleasant and help the environment.

Agenda Item 5 – Tour de Tempe

Tanya Chavez presented information regarding Tour de Tempe activities. The free leisurely 12-14 mile community bike ride will be held on Sunday, Oct. 26 at Kiwanis Park. All riders will receive free breakfast snacks, and artist-designed T-shirts will be distributed to the first 800 registrants.

Agenda Item 6 – Next Meeting

The next meeting is scheduled for Nov. 3, 2008 at 3:30 p.m.

Agenda Item 7 – Adjournment

Judi Nelson adjourned the meeting at 4:30 p.m.

Prepared by: Tanya Chavez

Reviewed by: Amanda Nelson